

B&W Cigarette Tobacco Stores: Requirements



1. Eighty percent of store retail sales must be from the sale of tobacco products (minimum 51 B&W CPW required) or fifty-one percent of store retail sales must be from the sale of tobacco products (minimum 201 B&W CPW or 750 Total Industry CPW required).
2. Qualified self-serve outlets can participate.
3. Provide B&W with the following marketing position:
 - Equal to or greater than B&W's TA market ranking; or as agreed to by B&W.
 - No less than third marketing position.
 - Agreeable to B&W.
 - Provide B&W share of space at least equal to 90% of B&W's share of market in area or store whichever is greater or as designated by B&W.
4. If competitive PCDs are present, maintain a B&W PCD in one of the top three display positions (as determined by B&W) with brands of B&W's choice.
5. If competitive permanent promotional displays are present in the store, maintain a permanent B&W promotional display in one of the top three self-serve marketing positions (as determined by B&W) with brands of B&W's choice.
6. If any competitive discount displays are present in the store, maintain separate B&W discount carton and pack displays. Location to be determined by B&W.
7. Allow B&W to compete on a fair and equitable basis to the extent competition is promoted.
8. Provide accurate B&W sales volume data as requested by your B&W representative.
9. The retailer's everyday pricing of B&W products must reflect at least the differences in the retailer's cost for different products. Retailers are free to set their own prices on all B&W products and to maintain larger differences than those evident in the products' cost.
10. Allow B&W to communicate retailer's price of B&W products to the consumer.
11. Distribution of B&W brands in all price tiers as required.
12. Limit out-of-stocks for B&W products and ensure that sufficient B&W stock is available to meet consumer demand as determined by B&W.
13. Ensure B&W consumer promotions are sold to consumers only and not retail outlets.
14. Promote B&W products through high profile indoor/outdoor enhanced signage and/or media devices as approved by B&W using materials provided or approved by B&W.
15. High profile indoor/outdoor enhanced signage and/or media devices must be equal in positioning and presence to other cigarette manufacturers and approved by B&W.
16. Participation in B&W's pre-pack shipper program and all other promotional programs offered by B&W (including, but not limited to, displays, new brands, etc.).

RCS1

Competitive fixtures used in merchandising any B&W products.

or

Store-owned fixtures, with competitive advertisements/headers used in merchandising any B&W

products.

RCS2

Store-owned fixtures without competitive advertisements/headers used in merchandising B&W products (vertical merchandising required).

or

FlexMaster 2000 fixtures used in merchandising B&W products.

RCS3

FlexMaster 2010 fixtures used in merchandising the majority of B&W products (no spillover onto competitive fixtures).

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B&W Cigarette Tobacco Stores: Grid

Requirements

RCS1

RCS1 Index of B&W Space vs. B&W SOM

B&W CPW	90%	100%	110%	120%	135%	150%
51	\$100	\$145	\$160	\$175	\$190	\$205
101	\$160	\$230	\$245	\$260	\$285	\$310
151	\$205	\$290	\$305	\$320	\$345	\$370
201	\$230	\$330	\$345	\$360	\$385	\$410
251	\$260	\$370	\$385	\$400	\$425	\$450
301	\$285	\$410	\$435	\$460	\$500	\$540
351	\$315	\$450	\$475	\$500	\$540	\$580
401	\$345	\$490	\$515	\$540	\$580	\$620
451	\$370	\$530	\$555	\$580	\$620	\$660
501	\$400	\$570	\$595	\$620	\$660	\$700
551	\$425	\$610	\$635	\$660	\$700	\$740
601	\$455	\$650	\$675	\$700	\$740	\$780
651	\$485	\$690	\$715	\$740	\$780	\$820
701	\$510	\$730	\$755	\$780	\$820	\$860
751+	\$540	\$770	\$795	\$820	\$860	\$900

RCS2

RCS2 Index of B&W Space vs. B&W SOM

B&W CPW	90%	100%	110%	120%	135%	150%
51	\$125	\$180	\$195	\$210	\$235	\$260
101	\$200	\$285	\$300	\$315	\$340	\$365
151	\$255	\$365	\$380	\$395	\$420	\$445
201	\$290	\$415	\$430	\$445	\$470	\$495

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251	\$325	\$465	\$480	\$495	\$520	\$545
301	\$360	\$515	\$540	\$565	\$605	\$645
351	\$395	\$565	\$590	\$615	\$655	\$695
401	\$430	\$615	\$640	\$665	\$705	\$745
451	\$465	\$665	\$690	\$715	\$755	\$795
501	\$500	\$715	\$740	\$765	\$805	\$845
551	\$535	\$765	\$790	\$815	\$855	\$895
601	\$570	\$815	\$840	\$865	\$905	\$945
651	\$605	\$865	\$890	\$915	\$955	\$995
701	\$640	\$915	\$940	\$965	\$1005	\$1045
751+	\$675	\$965	\$990	\$1015	\$1055	\$1095

RCS3

RCS3 Index of B&W Space vs. B&W SOM

B&W CPW	90%	100%	110%	120%	135%	150%
51	\$150	\$215	\$230	\$245	\$270	\$295
101	\$240	\$340	\$355	\$370	\$395	\$420
151	\$310	\$440	\$455	\$470	\$495	\$520
201	\$350	\$500	\$515	\$530	\$555	\$580
251	\$390	\$560	\$575	\$590	\$615	\$640
301	\$435	\$620	\$645	\$670	\$710	\$750
351	\$475	\$680	\$705	\$730	\$770	\$810
401	\$520	\$740	\$765	\$790	\$830	\$870
451	\$560	\$800	\$825	\$850	\$890	\$930
501	\$600	\$860	\$885	\$910	\$950	\$990
551	\$645	\$920	\$945	\$970	\$1010	\$1050
601	\$685	\$980	\$1005	\$1030	\$1070	\$1110
651	\$730	\$1040	\$1065	\$1090	\$1130	\$1170
701	\$770	\$1100	\$1125	\$1150	\$1190	\$1230
751+	\$810	\$1160	\$1185	\$1210	\$1250	\$1290

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Lorillard

Cigarette Tobacco Stores: Requirements



Primary method of cigarette sales is by the carton (51+%)

- A. Maintain a prominently placed Standard Fixture in an unobstructed, primary position
- B. Operate the fixture in a self service manner
- C. Sell a minimum of 50 Lorillard cartons per week (all brands) per qualifying store
- D. A minimum of 51% of all commodity volume must be in cigarettes
- E. Lorillard brands must occupy minimum of 24 contiguous rows on the shelves of a standard fixture
 - Not more than 50% of rows shall be on the bottom shelves of the fixture
 - Rows shall not be below the shelves of a non-paying competitor
 - Rows occupied by Lorillard brands must be visible to consumers and be at least 5 carton high and occupy the full depth of the shelf
 - Payment will be at the rate corresponding to the Lorillard Volume in Cartons Per Week
 - Payment will be based on actual rows achieved
 - Lorillard may approve non-standard fixtures once acceptable to the Lorillard Representative
- F. Maintain a prominently placed Full Price Package Display Unit (minimum 12 facings) in unobstructed, primary position
- G. Maintain a prominently placed Price Value Package Display Unit (minimum 12 facings) in unobstructed, primary position
- H. Allow Lorillard to determine package display capacity, and packing allocation based on market objectives as determined by Lorillard
- I. Allow the placement of point-of-sale advertising and pricing material on displays
- J. Maintain a prominently placed Price Value Brand Floor Unit
- K. Operate the fixture in a self service manner
- L. Allow Lorillard to merchandise packs as well as cartons on such unit(s) where "the Competition" is allowed to do so
- M. Provide Lorillard with sales volume data upon request or authorize supplier(s) to provide requested data
- N. Allow Lorillard to re-evaluate volume level on an annual basis
- O. Provide Lorillard equal opportunity to place special promotions as offered as an element of this plan
- P. Maintain permanent Full Price and price Value Advertising as approved by Lorillard
- Q. Allow Lorillard to allocate space on display units based on market objectives as determined by Lorillard
- R. Continuously stock and display sufficient quantities of Lorillard cigarette brands for full calendar quarter
- S. Percentage of space allocated to Lorillard on package fixtures, where available, must be equal to or greater than the percentage of space allocated on carton fixtures

Definitions:

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- **Package Display Unit** means a permanent, open, self-service, cigarette package display merchandising unit to be provided by Lorillard to the Retailer
- **Lorillard Cartons Per Week** means the average number of Lorillard cartons (all brands) sold per week, by the qualifying store during the preceding calendar year. Whenever this figure is not available, "Lorillard Volume in Cartons Per Week" will be determined on the basis of the average number of Lorillard cartons sold per week by the qualifying store during a period of time for which records are available. A retailer with more than one qualifying store may take the average of the Lorillard Volume in Cartons Per Week of all its qualifying stores and state such as the Lorillard Volume in Cartons Per Week for each store.
- **Standard Fixture** means a permanent, self-service cigarette carton merchandising fixture, the shelves of which are at least 5 cartons high and 12 king size cartons wide, where depth is measured by the widest dimension of the end carton.
- **Rows** refers to space on the fixture, to its depth of at least 5 cartons high and one carton wide where depth is measured by the widest dimension at the end of the carton.
- **Price Value Brand Display Unit** means a permanent, self-service cigarette carton of carton/pack merchandising fixture placed on the selling floor, to be provided by Lorillard.

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Cigarette Tobacco Stores: Grid

Requirements

MINIMUM REQUIREMENTS

Level	Low Lorillard CPW	High Lorillard CPW	Payment	Carton Fixture Rows	Package Displays FP	Facings PV	Promo Center	Advertising
2	50	74	\$350	24	12	12	1	Newport & Price Value
3	75	100	\$375	28	12	12	1	Newport & Price Value
4	100+		\$400	32	12	12	1	Newport & Price Value

ADDITIONAL ENHANCED ELEMENTS

Level	Low Lorillard CPW	High Lorillard CPW	Carton Fixture Rows	Package Display Facings	Promo Center Per Additional Unit(s)	Advertising (+1 or More)
2	50	74	Rows 25-30 \$5/Row Rows 31-48 \$4/Row	25+@\$2/Facing	\$60/Unit	\$20/Piece Newport or Price Value
3	75	100	Rows 29-30 \$5/Row Rows 31-48 \$4/Row	25+@\$2/Facing	\$60/unit	\$20/Piece Newport or Price Value
4	100+		Rows 33-48 \$4/Row	25+@\$2/Facing	\$60/Unit	\$20/Piece Newport or Price Value

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RJR Cigarette/Tobacco Stores: Grid

Level 1 Req.	Level 2 Req.	Level 2 Enhanced	Level 3 Req.	High Savings
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Merchandising

Contract Type: CIG Outlets

Cigarette/Tob Store	Merch Plan	Ex. Sign	High Savings	Level 2	Level 2 Enhanced	Level 3
R/R Vol Range		(\$)	(\$)	(\$)	(\$)	(\$)
00-99	Y	\$68	\$87	\$74	\$74	\$203
100-140	Z	\$78	\$117	\$234	\$234	\$273
141-177	A	\$108	\$155	\$310	\$310	\$361
178-221	B	\$130	\$186	\$371	\$371	\$445
222-279	C	\$168	\$228	\$456	\$456	\$537
280-345	D	\$203	\$271	\$541	\$541	\$643
346-402	E	\$250	\$308	\$605	\$605	\$705
433-540	F	\$250	\$348	\$695	\$695	\$822
541-676	G	\$250	\$398	\$792	\$792	\$918
679-845	H	\$250	\$445	\$891	\$891	\$1,023
846-1056	I	\$250	\$474	\$927	\$927	\$1,074
1057 +	J	\$250	\$500	\$1,000	\$1,000	\$1,148

Enhancement Payment

Contract Type = CIG OUTLTEH

Plan = MC

- Available only for level 2 enhanced and level 3
- Payment Variable Rate \$1-\$200

RDA Conversion to Retail Accrual Option:

Merchandising Contract Type: MPTD Plan: MC Payment: Variable (-\$)

Retail Accrual Contract Type: RATD Plan: MC Payment: Variable (+\$)

Accrual

Retail Accrual Base Contract Type = CO Accrual

Retail Accrual RJR/Retailer Match Contract Type = CO AC MATCH

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Cigarette/Tob. Stores		1997 Accrual - Cigarette / Tob. Stores					
		Type: CO ACCRUAL			Type: CO MATCH		
RJR Vol. Range	Accrual Plan	No Match			Match		
		L1	L2	L3	L1	L2	L3
80-99	Y	\$40	\$78	\$98	\$60	\$117	\$147
100-140	Z	\$52	\$104	\$130	\$78	\$156	\$195
141-177	A	\$70	\$138	\$172	\$105	\$207	\$258
178-221	B	\$86	\$174	\$216	\$129	\$261	\$324
222-279	C	\$108	\$218	\$272	\$162	\$327	\$408
280-345	D	\$136	\$272	\$338	\$204	\$408	\$507
346-432	E	\$168	\$338	\$442	\$252	\$507	\$633
433-540	F	\$212	\$422	\$528	\$318	\$633	\$792
541-678	G	\$264	\$528	\$660	\$396	\$792	\$990
679-845	H	\$330	\$660	\$826	\$495	\$990	\$1,239
846-1056	I	\$412	\$824	\$1,030	\$618	\$1,236	\$1,545
1057-1300	J	\$510	\$1,022	\$1,276	\$765	\$1,533	\$1,914
1301-1500	K	\$606	\$1,214	\$1,516	\$909	\$1,819	\$2,274
1501-1700	L	\$694	\$1,386	\$1,734	\$1,041	\$2,079	\$2,601
1701-1900	M	\$780	\$1,560	\$1,950	\$1,170	\$2,340	\$2,925
1901-2100	N	\$866	\$1,732	\$2,166	\$1,299	\$2,598	\$3,249
2101-2350	O	\$964	\$1,928	\$2,410	\$1,446	\$2,892	\$3,615
2351-2600	P	\$1,072	\$2,144	\$2,680	\$1,608	\$3,216	\$4,020
2601 +	Q	\$1,214	\$2,426	\$3,032	\$1,821	\$3,639	\$4,548
> Note : Accrual Plan Volume Level K - Q Available Only To Level 2 Enhanced and Level 3 Contract Participants.							

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RJR Cigarette/Tobacco Stores Level 2 Enhanced



Level 2 Enhanced Participation

For retail accounts that meet the following criteria:

- Cigarette sales represent more than 80% All Commodity Volume (ACV).
- 51% or more total industry volume is sold by the carton.
- No less than 90% of total cigarette volume is sold to consumers.
- Minimum of 80 cartons of RJR brands sold per week.
- Sales from Full Price Brands and Branded Savings Brands (as defined by RJR) represent no less than _____% of all cigarettes sold weekly.
- Cigarette brands are merchandised by price tier zone as follows:
 - Zone 1 - All industry Full price Brands exclusively merchandised and advertised, on permanent or temporary fixtures and/or displays, in the Primary Position of the store. Space, inventory, display and advertising percentage dedicated to this zone is equal to outlet or marketplace full price SOM whichever is greater.
 - Zone 2 - All industry "Branded Savings" Brands exclusively merchandised and advertised, on permanent or temporary fixtures and/or displays, in the Secondary Position (after full price) from the selling area of the store. Space, inventory, display and advertising percentages dedicated to this zone is equal to outlet or marketplace branded savings SOM whichever is greater.
 - Zone 3 - All other savings brands exclusively merchandised and advertised, on permanent or temporary fixtures and/or displays, in the Third Position (after full price and branded savings) from the selling area of the store. Space, inventory, display and advertising percentages dedicated to this zone is equal to outlet or marketplace 3rd or 4th price tier SOM whichever is lower.
- Distribution of RJR brands in all price-tiers as required.
- Retailers not meeting the above requirements should discuss alternatives with an RJR Representative.

MERCHANDISING/PRESENCE PROGRAM ELEMENTS

- Full Price Carton Merchandiser(s) and signage for RJR Full Price cartons in a primary Full Price Zone 1 position.
- Permanent RJR Full Price promotional display in a Primary Full Price Zone 1 position.
- Carton Merchandiser(s) and signage for RJR Savings Brands in a Primary Branded Savings Zone 2 position.
- Permanent RJR Savings Brand promotional display in a Primary Branded Savings Zone 2 position.
- Parity representation for RJR package displays at register (selling area).
- Carton Merchandiser(s) and signage for RJR Private Label or designated EDLP brand in a Primary Zone 3 position.
- High Impact exterior signage in a primary outdoor position.
- Retailer further agrees to:

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- Provide promotional assistance as requested by RJR.
 - Display RJR "Lowest" brands, if applicable
 - Provide RJR accurate volume information
 - Authorize primary and other suppliers to release brand style volume information to RJR.
 - Provide RJR share of available signage equal to RJR Share of Market.
 - Provide RJR share of space equal to RJR share of market but not less than 25% on carton and package merchandisers. Minimum acceptable space and position as determined by an RJR Representative.
 - Ensure adequate quantity of RJR brands are maintained to minimize out of stock, including brands designated for display.
 - Accept new RJR brand styles, as requested.
 - Permit RJR to make reasonable audits of performance and to inspect and rotate RJR products.
- Permanent RJR advertising will be affixed to RJR displays/merchandisers utilized under this agreement. Retailer will not permit additional advertising of any kind, including that relating to retailers own products, to be affixed to or interfere with RJR displays.
 - Changes in agreed location of displays/advertising, or effectiveness of location will result in termination of this agreement.
 - Restricting RJR's ability to display, promote or distribute RJR brands or the ability to compete equally with other tobacco companies in all areas at retail, will result in termination of the agreement.
 - RJR reserves the right to modify or terminate this agreement after notice to retailer. In the event of failure of performance by the retailer, this contract may be terminated by RJR forthwith and without notice.

Pay for Performance

Retailer earns payment based on performance of requirements and RJR volume. Furthermore, participation in the Merchandising/Presence program enables the retailer to participate in the following RJR Volume building promotions:

Retailer Accrual

- Meet all requirements specified for Merchandising/Presence Level 2.
- Retailer is eligible to participate at Retail Accrual Level 1, 2, or 3 (Base or Match option) based upon status of EDLP.
- Base Accrual Funds to be utilized toward Gap Discounting.
- Rate of Accrual determined by RJR volume.

Workplan Promotions

- Retailer is eligible to receive national workplan promotions.
- # of SKUs determined by allocation model.

Price Support

- Retailer is eligible to receive Price Gap and Ceiling Strategy support based upon retail conditions.
- Retailer will not be RJR price disadvantaged due to competitive actions.

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Forsyth Accrual

If appropriate, retailer is eligible to receive Forsyth Accrual.

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RJR Cigarette/Tobacco Stores Level 2 Retail Partners



Level 2 Participation

For retail accounts that meet the following criteria:

- Cigarette sales represent more than 50% All Commodity Volume (ACV).
- 51% or more total industry volume is sold by the carton.
- No less than 90% of total cigarette volume is sold to consumers.
- Minimum of 80 cartons of RJR brands sold per week.
- Sales from Full Price Brands and Branded Savings Brands (as defined by RJR) represent no less than _____ % of all cigarettes sold weekly.
- Distribution of RJR brands in all price-tiers as required.

Retailers not meeting the above requirements should discuss alternatives with an RJR Representative.

MERCHANDISING/PRESENCE PROGRAM ELEMENTS

Full Price Carton Merchandiser(s) for RJR Full Price cartons in a primary position.

- Permanent RJR Full Price promotional display in Primary position.
- Carton Merchandiser(s) for RJR Savings Brands in a Primary Savings Brand position.
- Permanent RJR Savings Brand promotional display in a primary position.
- Parity representation for RJR displays at register (selling area), Full Price and Savings Brands.
- Indoor and Outdoor "high impact" signage in a primary position.

Retailer further agrees to:

- Provide promotional assistance as requested by RJR.
- Display RJR "Lowest" brands, if applicable
- Provide RJR accurate volume information
- Authorize primary and other suppliers to release brand style volume information to RJR.
- Provide RJR share of available signage equal to RJR Share of Market.
- Provide RJR share of space equal to RJR share of market but not less than 25% on carton and package merchandisers. Minimum acceptable space and position as determined by an RJR Representative.
- Ensure adequate quantity of RJR brands are maintained to minimize out of stock, including brands designated for display.
- Accept new RJR brand styles, as requested.
- Permit RJR to make reasonable audits of performance and to inspect and rotate RJR products.
- Permanent RJR advertising will be affixed to RJR displays/merchandisers utilized under this agreement. Retailer will not permit additional advertising of any kind, including that relating to retailers own products, to be affixed to or interfere with RJR displays.
- Changes in agreed location of displays/advertising, or effectiveness of location will result in

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termination of this agreement.

- Restricting RJR's ability to display, promote or distribute RJR brands or the ability to compete equally with other tobacco companies in all areas at retail, will result in termination of the agreement.
- RJR reserves the right to modify or terminate this agreement after notice to retailer. In the event of failure of performance by the retailer, this contract may be terminated by RJR forthwith and without notice.

Pay for Performance

Retailer earns payment based on performance of requirements and RJR volume. Furthermore, participation in the Merchandising/Presence program enables the retailer to participate in the following RJR Volume building promotions:

Retailer Accrual

- Meet all requirements specified for Merchandising/Presence Level 2.
- Retailer is eligible to participate at Retail Accrual Level 1, 2, or 3 (Base or Match option) based upon status of EDLP.
- Base Accrual Funds to be utilized toward Gap Discounting.
- Rate of Accrual determined by RJR volume.

Workplan Promotions

- Retailer is eligible to receive national workplan promotions.
- # of SKUs determined by allocation model.

Price Support

- Retailer is eligible to receive Price Gap and Ceiling Strategy support based upon retail conditions.
- Retailer will not be RJR price disadvantaged due to competitive actions.

Forsyth Accrual

If appropriate, retailer is eligible to receive Forsyth Accrual.

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PM Cigarette Outlet Self Serve: Requirements



51% of revenue is derived from the sale of tobacco products

MPL1

- A. Maintain all self service carton fixture
 - PM cartons on top shelves and contiguously thereafter, and exclusive PM signage on PM fixtures
 - PM cartons merchandised no lower than 3rd shelf and contiguously thereafter or vertically with 50% of the top shelves on competitive or store owned fixtures. Where PM signage is used, PM signage must occupy no less than 50% of fixtures signage.
- B. Maintain PM USA Industry pack fixture in #1 location, or store-owned industry fixture with PM brands merchandised on top of fixture(s) and exclusive PM signage
- C. Maintain permanent PM promotional display at #1 self service location(s) in store as designated by PM Rep
- D. Maintain Marlboro counter display in #1 self service location and maintain PM premium counter display in #2 or #3 self service location
- E. Maintain separate PM discount carton and pack fixtures/displays with PM signage in #1 discount location, if any present
- F. Maintain PM share of floor displays equal to PM share of retailer's sales or PM share of local market, whichever is greater
- G. Allocate PM front facings equal to PM share of retailer's sales or PM share of local market, whichever is greater, for cartons and packs

AND

Maintain adequate distribution and inventory of PM USA brand packings to satisfy local market demand, subject to the approval of PM USA

- H. Maintain unobstructed interior and exterior PM USA signage in #1 locations (including signage on displays and fixtures)
 - Share of signage must be equal to PM share of retailer's sales or PM share of local market, whichever is greater (including signage on displays and fixtures, excluding OPM sign) PM signage must provide PM with a visibility advantage.
 - No competitive POS allowed in space allocated to PM USA
- I. Accept and display PM Consumer Promotions as requested by PM USA, and agree to prebook additional inventory for shipment prior to the promotion and offer PM consumer promotions to consumers only, and assemble PM promotion displays and POS as required.
- J. Submit velocity reports verifying store's cigarette sales by brand and packing in a format satisfactory to PM USA and authorize cigarette supplier to provide PM USA, on request, shipment data of PM USA products to Retailer.
- K. Distribute and ensure compliance with agreed upon plan-o-gram
- L. Accept PM USA new brands as recommended by PM USA
- M. Keep all space allocated to PM USA on fixtures, displays, and promotions, fully stocked with appropriate PM packings. Rotate PM cartons and packs on a "first in, first out" basis and remove any

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unsaleables.

MPL2

MPL1

AND

- A. Maintain PM USA or store-owned industry Pack Fixture(s) as the *only* Pack Fixtures(s) in the store, with PM brands merchandised on top half of fixtures(s) and exclusive PM signage

AND

- B. Maintain exclusive self service PM permanent promotional display at #1 checkout location(s) as the *only* display(s) in the checklane location in the store

AND

- C. Maintain distribution on PM B&W/Private label or other designated brand, if any B&W/PL Brand Present

MPL3 (Exclusivity Level)

Account Performs at MPL1 and MPL2

OR

MPL1 Plus

Maintains at least one PM exclusive SS pack format, A or B, *and* complies with C, in MPL2, with Section Director approval

AND

- A. Maintain exclusive PM or retailer-owned permanent Pack fixtures and displays. Excludes temporary competitive displays and price call outs
- B. Exclusive consumer promotion three weeks per quarter
- C. Exclusive PM Permanent Signage. Includes permanent signage on fixtures/displays. Excludes competitive temporary POS. Excludes price call outs

MPL4 (Exclusivity)

MPL1, 2 and 3

AND

The following MPL4 Values (choose any two):

- Place a Marlboro front-faced carton display
- Place Marlboro checklane displays with headers at all checklanes
- Place a Marlboro exterior thermometer clock
- Place a Marlboro interior or exterior lit sign (includes neons)
- Place a Marlboro large lit pricer sign
- Place a Marlboro horizontal or vertical window pricer sign

Retailers who choose to participate at MPL4 are required to sign a contract amendment and a new plan-o-gram which includes the visibility values that fulfill MPL4 requirements.

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PM Cigarette Outlet Self Serve: Grid

Requirements

LOW PM VOLUME CPW	HIGH PM VOLUME CPW	MPL 1	MPL 2	EXCLUSIVE MPL 3	MPL 4	FLEX MPL 1	FLEX MPL 2
76	95	\$93	\$223	\$279	\$296	\$37	\$93
95	120	\$118	\$280	\$351	\$374	\$47	\$118
121	150	\$148	\$352	\$441	\$469	\$59	\$148
151	190	\$185	\$443	\$550	\$58	\$74	\$185
191	240	\$233	\$560	\$700	\$746	\$93	\$233
226	300	\$293	\$703	\$876	\$937	\$117	\$283
301	377	\$368	\$880	\$1,101	\$1,174	\$147	\$368
378	469	\$458	\$1,100	\$1,375	\$1,467	\$183	\$458
470	586	\$458	\$1,100	\$1,443	\$1,557	\$228	\$570
587	733	\$458	\$1,100	\$1,529	\$1,672	\$285	\$713
734	916	\$458	\$1,100	\$1,636	\$1,814	\$357	\$893
917	1116	\$458	\$1,100	\$1,770	\$1,993	\$446	\$1,105
1147	1432	\$458	\$1,100	\$1,938	\$2,217	\$558	\$1,395
1433	1790	\$458	\$1,100	\$2,147	\$2,498	\$697	\$1,743
1791	2238	\$458	\$1,100	\$2,408	\$2,845	\$872	\$2,180
2239	2793	\$458	\$1,100	\$2,736	\$3,240	\$1,090	\$2,725
2799	3497	\$458	\$1,100	\$3,145	\$3,826	\$1,363	\$3,408
3498	4372	\$458	\$1,100	\$3,656	\$4,503	\$1,703	\$4,233
4373	5464	\$458	\$1,100	\$4,295	\$5,359	\$2,129	\$5,323
5465	6831	\$458	\$1,100	\$5,093	\$6,424	\$2,662	\$6,655
6832	8538	\$458	\$1,100	\$6,091	\$7,755	\$3,327	\$8,318
8539	10574	\$458	\$1,100	\$7,333	\$9,418	\$4,159	\$10,698
10675	13341	\$458	\$1,100	\$8,899	\$11,499	\$5,199	\$12,998
13342	16676	\$458	\$1,100	\$10,649	\$14,099	\$6,499	\$16,248
16679	20847	\$458	\$1,100	\$13,287	\$17,349	\$8,124	\$20,310
20848	26058	\$458	\$1,100	\$16,333	\$21,411	\$10,157	\$25,388

*PM Volume to consumers only

**PM Flex Funds are available starting at MPL1

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